

**GOVERNOR'S INTERAGENCY COORDINATING COUNCIL FOR THE
PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS
GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)
February 24, 2011 – 9:30 a.m. to 12:30 p.m.**

MINUTES

The thirty-fourth meeting of the Governor's Prevention Advisory Council (GPAC) was convened at 9:30 a.m. on February 24, 2011, at the California Department of Alcohol and Drug Programs (ADP). These minutes provide a summary of the discussion and the decisions made during the GPAC meeting.

INTRODUCTIONS AND ANNOUNCEMENTS

Acting Director Michael Cunningham could not be in attendance. Prevention Branch's Assistant Deputy Director Sharon Dais facilitated the meeting and welcomed all members and guests to the February 24th meeting of the GPAC.

Members introduced themselves and their affiliations and provided brief updates on their work pertaining to GPAC involvement:

Tom Herman, Department of Education, stated all activities regarding the California Healthy Kids Survey are continuing. Mr. Herman announced three upcoming learning forums conducted in partnership with ADP and the Center for Applied Research Solutions. A "Save the Date" was made available in the GPAC folders.

Theresa Ly, Department of Mental Health (DMH), stated that DMH is implementing a statewide suicide prevention plan. They are in the Request for Proposal stage right now. Ms. Ly announced that Cliff Allenby is Acting Director, as Stephen Mayberg has retired.

Lissette Salinas, California National Guard, reported that they are screening soldiers for alcohol and other drug (AOD) problems and referring them to prevention services, if appropriate. SSG Salinas added that there has been a big problem with AOD abuse for soldiers coming back from overseas.

Michelle Famula, University of California, Davis (UC Davis), reported that there has been more opiate abuse found on campus and that heroin is returning as a drug of choice among college students. Efforts to define the UC Davis Annual Picnic Day as a family friendly event rather than an event associated with alcohol parties are underway. UC Davis students petitioned the city to increase fines and initiate DUI check points to help curb alcohol-related incidents at the Annual Picnic Day.

Diane Glaser, California Community Colleges, stated that they have been working on health surveys across the California Community College system. She stated that she will be reporting more information and data during her presentation.

Belinda Vea, Office of the President of the University of California, announced that they are developing a one-day training on drinking intervention, to be held in Oakland in May. She also

talked about the upcoming Alcohol and Other Drug Education Conference to be held in Dominquez Hills on April 14-15.

Steve Wirtz, Department of Public Health (DPH), stated that DPH has been working on the Safe & Active Communities Grant and partnering with ADP on Statewide Needs Assessment and Planning. He announced that April 4-9 is Public Health Week. Dr. Wirtz added that DPH is continuing to follow-up with SB 39 which aims to prohibit all caffeinated beer beverages.

Mary Strode, DPH, Tobacco Control Program, stated that DPH just completed four forums addressing the loopholes of smoking at work and calling to action the tax on tobacco. More information regarding the forums can be found on the department website: www.cdph.ca.gov. She reported that the California Tobacco Tax for Cancer Research Act has qualified for the June ballot. This act hopes to raise the cost of cigarettes by one dollar per pack.

Lana Fraser, Department of Rehabilitation (DOR), described her role in assisting individuals with disabilities to obtain skills for employment. DOR received 58 million in American Recovery dollars and they were able to create a "Veterans Benefits 101" website. Ms. Fraser encouraged the GPAC to disseminate information regarding the website across their systems.

John Carr, Alcoholic Beverage Control (ABC), announced that the new director of ABC is Jacob Applesmith. Mr. Carr stated that ABC continued their work with the College Campus Enforcement Grant. He added that ABC recently participated in a Supercross event in San Diego where 57 citations were issued to underage drinkers.

On March 12, 2011, ABC will be starting their Shoulder Tap Operation to address adult furnishers of alcohol to underage drinkers.

Wendy Tully, California Emergency Management Agency (CalEMA), is continuing their efforts with the California Department of Justice. She added that CalEMA is currently focusing on SB 315, a bill attempting to make ephedrine and pseudoephedrine products available only by a doctor's prescription.

Tammy DuTemple, California Highway Patrol, is continuing work with DUI enforcement. They have had to reduce the number of sobriety check points due to the lack of overtime hours available for staff. They have continued to work with the Teen Choice Grant and the "Every 15 Minutes" program for junior high and high school students.

Finally, Sharon Dais introduced **Bob Saltz**, from the Prevention Research Center, who was conferenced in via speaker phone. He will be sharing a PowerPoint presentation later in the meeting.

OPENING REMARKS

Assistant Deputy Director Dais announced that this is the first GPAC meeting under a new administration. She stressed the importance of working together to meet GPAC's common goals.

Ms. Dais also announced the *Partnership for Success: a Safe and Drug Free Schools and Communities Learning Forum* that will be offered. For more information, the following contacts

were given: Jane Williams at 916-445-7174 or Barbara Thorsen from CARS at 1-877-568-4227.

AGENDA/MATERIAL REVIEW

The following materials were provided to the GPAC members:

- A Save the Date for the upcoming Partnering for Success: A SDFSC Learning Forum
- A PowerPoint presentation on the prevalence and consequences of substance use on community college campuses
- Information on the California Youth Tobacco Purchase Survey 2010
- Two PowerPoint presentations regarding the Strategic Prevention Framework State Incentive Grant (SPF SIG)
- An evaluation report for the Los Angeles County Screening, Brief Intervention, and Referral to Treatment (SBIRT) Project, Final Report, October 6, 2010
- A pamphlet about the Taking Footsteps Forward In Health Services Conference, March 2-4, 2011 in Newport Beach, California
- A news summary entitled "FDA Loses Second Court Battle over E-Cigarettes"

PRESENTATIONS

Member Agency Data Sharing – Results of the American College Health Assessment Survey (ACHAS) – Diane Glaser, RN, MSN, Coordinator, Student Health Services, Allan Hancock College

The day's first presentation was from Diane Glaser who shared the results of the American College Health Assessment Survey. The survey focused on the prevalence and consequences of substance abuse on California community colleges in comparison to four-year colleges.

The results of the survey gave a great visual perspective of social norms perception. Notable findings of the survey include:

- California community college students are not binge drinking as much as students at four-year colleges.
- California community college students have a higher rate of drinking and driving than those at four-year colleges.
- California community college students are smoking more than students at four-year colleges. (The community colleges are currently working on restricting smoking on campus.)
- Pain killer use is higher in California community college students than in four-year college students.

- Illicit drug use is higher in California community college students than in four-year college students.

The California community college system is planning future research on where and how students are obtaining illicit drugs. The California community colleges plan to offer SBIRT services on campus and continue partnering with local collaboratives to work on local social host ordinances as a way to reduce AOD-related issues on and near the community college campuses.

If anyone would like to use the data gathered in this survey for their own publication, they can request permission by completing a form found on www.HSACCC.org.

2. Member Agency Sharing – Results of the 2010 Youth Tobacco Purchase Survey – Mary Strode, STAKE Act Coordinator, Tobacco Control Program, DPH

Mary Strode presented the results of the 2010 Youth Tobacco Purchase Survey. She began by presenting history on the Synar Amendment.

The 2010 survey was completed by a random sample of retail outlets from a list of all California retailers. The study used decoys to attempt to purchase tobacco. The results of the study show that there has been a downward trend of retailers selling tobacco to youth from 1997 to 2010. It was noted that only 7.7 percent of retailers sell to minors. This is the lowest percentage in history.

Notable results of the survey are as follows:

- Discount stores and gift stores tend to be problematic.
- Sales to minors are higher in non-traditional stores (e.g. – donut shop, gift shop, convenient store not selling gas) in comparison to traditional stores (e.g. – grocery stores, convenient stores selling gas).
- Suburban area tobacco sales to youth declined faster, possibly due to more enforcement.
- Urban areas have higher tobacco sales to youth, possibly because many of the stores surveyed were in the Los Angeles area and there are so many retailers there that it's difficult to enforce.
- Rural areas are higher, probably because there is not as much enforcement.

Ms. Strode shared that the study group also examined the presence of required signage.

Finally, Ms. Strode fielded a question from an audience member confirming that the survey is specific to cigarettes only, not smokeless tobacco.

SPECIAL PROJECT

1. SPF SIG – Sharon Dais, Assistant Deputy Director, ADP Prevention Branch; Ross Woolley, ADP Prevention Analyst; Robert Saltz, Ph. D., Senior Research Scientist, Pacific Institute for Research and Evaluation, Prevention Research Center

Ms. Dais began this segment by asking the GPAC to hear about a new funding opportunity for California. At the end of the presentation, the members will be asked to serve as the Advisory Council for this project. Ms. Dais introduced Ross Woolley, to talk about the SPF SIG grant.

Mr. Woolley announced the award of the SPF SIG Grant. The purpose of the SPF SIG is to:

- Prevent substance abuse related problems
- Build capacity and infrastructure for data-informed planning, and
- Locally implement evidence-based practices.

Mr. Woolley talked about the key components of the grant and the proposed role of the Advisory Council. He explained that the GPAC has the experience to effectively guide the project over the next five years, and that the GPAC has an established working relationship with the State Epidemiological Workgroup.

Mr. Woolley ended by stating that planning meetings have begun, and that there will be more information shared with the GPAC as it becomes available. Questions regarding the SPF SIG can be directed to Ross Woolley at 916-323-0830 or rwoolley@adp.ca.gov, or Jane Williams at 916-445-7174 or jwilliams@adp.ca.gov.

Next, Mr. Woolley introduced Dr. Bob Saltz to present information about the dynamic of the local SPF SIG project. Dr. Saltz presented the SPF SIG Project as a way to bridge the gap between planning and implementation. Dr. Saltz explained that we should focus on objectives rather than process, and that there should also be a focus on measurable community-level outcomes.

At the close of the presentation, the following questions were asked:

Question: What will the California project consist of?

Answer: This is still in discussion with stakeholders. It will be clearer in March, after the project manager meets with SAMHSA.

Question: Will there be a role for young people in the planning process?

Answer: ADP has not determined how young people will specifically be involved.

Question: What workload will be involved for the GPAC members?

Answer: The needs will be more clearly defined as we go along. Some examples would be creating an accurate timeline for the grant, specifying how the grant is going to be rolled out, prioritizing issues which includes a needs assessment to be completed by the State Epidemiological Workgroup. At each step they will bring this back to GPAC for discussion and review. Benefits to being a part of this process include gaining access to the information (data) and reviewing various products as they are developed.

Ms. Dais asked the GPAC if they are interested in serving as the Advisory Council for the SPF SIG grant.

Michelle Famula moved to serve as the Advisory Council for the SPF SIG grant. Tom Herman seconded the motion. The GPAC voted unanimously in favor of serving as the Advisory Council for the SPF SIG grant.

COUNCIL WORKGROUPS

Underage Drinking Prevention Workgroup – John Carr, Alcoholic Beverage Control

Mr. Carr provided an overview of the workgroup's meeting on January 11, 2011. The topics discussed were:

- Amethyst Initiative - It is important to re-address the Amethyst Initiative this year as it is gaining momentum again. This Initiative is made up of chancellors and presidents of universities and colleges across the U.S. with the purpose of lowering the legal drinking age to 18. The Underage Drinking Prevention Workgroup supports the current law that requires a minimum legal drinking age of 21.
- Social Host Ordinance – The workgroup would like to raise more awareness and promote this policy.
- Drinking and Driving – The workgroup wants to look for successes. They will be gathering information about schools that mandate Start Smart.
- Town Hall Meetings – Although there is no more SAMHSA funding, the workgroup is encouraging Town Hall Meetings to continue.
- The workgroup is still discussing additional priorities to be focused on in 2011.

California Screening, Brief Intervention, and Referral to Treatment (CASBIRT) Subcommittee – Vishaal Pegany, ADP

Mr. Pegany presented some updated information from the Los Angeles CASBIRT project. He explained that the SBIRT grant ended in 2010. On January 14, 2011, there was a final debrief meeting for the L.A. CASBIRT project site. The initial attempt was to see if screening and brief intervention positively affects re-integration into the system after completing criminal sentences. He stated that there were barriers, successes, and results.

- Barriers to implementation – there was an inability to access inmates due to limited staffing. A law enforcement officer needed to be present when meeting with inmates and there simply wasn't enough law enforcement staff to perform this task.
- Successes – they were able to distinguish successful screening tools and motivational interviewing.
- Results – there was a decrease in AOD use and an increase of participation in out-patient programs. Participants committed fewer crimes and were arrested less times after the program.

SUMMARY/CLOSING

Ms. Dais closed the meeting, thanking members and guests for their participation. The next GPAC meeting is scheduled for Thursday, May 19, 2011.